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**UTILITY
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(Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))

Attorney Docket No. KDO:188020-1

First Inventor or Application Identifier Andrew Scott Field

Title PRINTING VIA E-COMMERCE METHOD...

Express Mail Label No. EI1618337449US

PTO
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09/05/2000
03/02/00



APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. * Fee Transmittal Form (e.g., PTO/SB/17)
(Submit an original and a duplicate for fee processing)
2. Specification [Total Pages 15]
 - Descriptive title of the Invention
 - Cross References to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference to Microfiche Appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings (if filed)
 - Detailed Description
 - Claim(s)
 - Abstract of the Disclosure
3. Drawing(s) (35 U.S.C. 113) [Total Sheets 12]
4. Oath or Declaration [Total Pages 3]
 - a. Newly executed (original or copy)
 - b. Copy from a prior application (37 C.F.R. § 1.63(d))
(for continuation/divisional with Box 16 completed)
 - i. DELETION OF INVENTOR(S)
Signed statement attached deleting
inventor(s) named in the prior application,
see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).

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5. Microfiche Computer Program (Appendix)
6. Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)
 - a. Computer Readable Copy
 - b. Paper Copy (identical to computer copy)
 - c. Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

7. Assignment Papers (cover sheet & document(s))
8. 37 C.F.R. § 3.73(b) Statement Power of
(when there is an assignee) Attorney
9. English Translation Document (if applicable)
10. Information Disclosure Statement (IDS)/PTO-1449 Copies of IDS
Citations
11. Preliminary Amendment
12. Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)
13. * Small Entity Statement(s) Statement filed in prior application,
(PTO/SB/09-12) Status still proper and desired
14. Certified Copy of Priority Document(s)
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15. Other:

16. If a **CONTINUING APPLICATION**, check appropriate box, and supply the requisite information below and in a preliminary amendment:

Continuation Divisional Continuation-in-part (CIP) of prior application No: _____ / _____

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17. CORRESPONDENCE ADDRESS

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March 2, 2000

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I hereby certify that the new Utility Patent Application Transmittal PTO/SB/05 (1 page); Fee Transmittal in duplicate (2 pages); Specification (15 pages); Declaration (3 pages); 12 sheets of drawings (FIGS. 1-14); Information Disclosure Statement (2 pages); Statement of Small Entity Status; check in the amounts of \$345 for the filing fee; a return acknowledgment postcard; and this Certificate of Mailing by Express Mail are being deposited with the United States Postal Service, “Express Mail Post Office to Addressee” service under 37 CFR 1.10, on the date indicated above and is addressed to Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231.



Wayne D. Akin
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STATEMENT CLAIMING SMALL ENTITY STATUS
(37 CFR 1.9(f) & 1.27(b))--INDEPENDENT INVENTORDocket Number (Optional)
KDO:188020-1

Applicant, Patentee, or Identifier: Andrew Scott Field et al.

Application or Patent No.:

Filed or Issued: Concurrently herewith

Title: PRINTING VIA E-COMMERCE METHOD AND SYSTEM

As a below named inventor, I hereby state that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees to the Patent and Trademark Office described in:

the specification filed herewith with title as listed above.
 the application identified above.
 the patent identified above.

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Andrew Scott Field

NAME OF INVENTOR

Signature of inventor

2-27-00

Date

Boyd Stanley Badten

NAME OF INVENTOR

Signature of inventor

2-28-00

Date

NAME OF INVENTOR

Signature of inventor

Date

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PRINTING VIA E-COMMERCE METHOD AND SYSTEM

BACKGROUND OF THE INVENTION

A system for marketing, selling, and executing full color printing services
5 using customer created digital graphic layout or image files, and particularly a system for
use in electronic communications in which the customer can instantaneously receive a
price quote.

Full color printing has been the traditional means for producing high
quality color printing. In its most common form, this is a light-subtractive process in
10 which a separate plate or mask is created for four colors: cyan, magenta, yellow, and
black. Thus, full color printing is also known as four-color printing or CMYK. The four
colors are then used to produce full color printing. Other known full color printing
systems include, but are not limited to, six-color printing, eight-color printing, and spot
color printing. Typically full color printing recreates a desired image on paper using a
15 printing press.

Many common graphic computer applications used by nonprofessionals,
including but not limited to MICROSOFT WORD™ and MICROSOFT PUBLISHER™,
are RGB-only graphic computer applications. RGB is a light-additive process in which
red, green, and blue light is added to a palate to produce complex colors. Most RGB-only
20 graphic computer applications do not allow images to be saved in a format that is
compatible with full color printing. In fact, by definition, RGB-only graphic computer
applications do not produce full color printing because they do not have an RGB to full
color printing-separation module in their print engines. Most RGB-only graphic
computer applications actually state explicitly that they are unable to provide files
25 suitable for commercial full color printing. In order to have an RGB image produced on
a full color printing system, the RGB image must generally be recreated on a full color
printing-compatible system. This recreation generally entails additional expense and
delay in producing the printed copies.

Further, even for computer software applications that do allow output to a file that is compatible with full color printing, not all process color printers are equipped to handle all types of electronic images. Accordingly, a person in a particular location may still be faced with having the image manually redrawn or otherwise converted into a 5 format that is compatible with a particular printer's full color printing system.

The majority of printing service providers who will accept full color printing orders that are in RGB-only format are confined to primitive conversion techniques. And the vast majority of commercial print providers simply refuse to offer any services for those types of files because the conversion process cannot be done easily 10 or economically for entire pages of complex design work such as one would get from a page layout program. The vast majority of programs on the market do not have a full color printing-separation module, and until recently, printing from these RGB programs using full color printing was either very difficult or impossible. When it was possible it entailed a variety of rather clumsy transitional stages using very expensive computer 15 programs and techniques. And the results were often wanting in quality.

Printing services advertised over the Internet generally require that a customer submit specifications for the desired product and services using e-mail or the telephone. After the printing service provider receives the data and calculates a price quote, the printing service provider returns the price quote to the customer. This process 20 involves delays of hours or days. Further, if the customer wants to make changes to their specifications, the lengthy process begins again. Alternatively, printing service providers post complicated pricing lists for specific products and services. These lists are limited in scope and require the customer to complete complicated computations.

Accordingly, there exists a need for a printing service that can produce full 25 color printed materials using input from RGB-only graphic computer applications and other software applications that do not have an inherent ability to produce output in full color printing formats. Further, there exists a need for offering such services in a way that allows customers in any location to make use of them in an efficient and cost-

effective manner. Finally, there exists a need for allowing customers to quickly, accurately, and repetitively determine a price quote for desired products and services.

BRIEF SUMMARY OF THE INVENTION

5 The present invention addresses the above problems by providing a system for electronically transmitting images in formats, including but not limited to those produced by RGB-only graphic computer applications, to a remote location where such images are processed and used in full color printing without the delay or expense of having the images recreated. The system also allows customers to quickly, accurately, 10 and repetitively determine a price quote for desired products and services.

One preferred embodiment of the method of obtaining and processing orders for full color printing of the present invention includes supplying a customer with a job configuration and price calculator (pricing engine) in which the customer is able to select or fill in job configuration information. Substantially instantaneously and 15 automatically, the pricing engine calculates and automatically displays a price quote. When the customer has determined a final configuration, the customer provides the job specifications, the digital graphic layout or image file, and its relevant information to the printing service provider. Preferably, the file is then converted and/or prepared for process color printing, proofed, printed, and delivered to the customer.

20 The simplicity of the system of the present invention allows for lower overhead than other currently available systems. Specifically, in one preferred embodiment of the system, major costly elements of the traditional process, including but not limited to price estimators, sales agents, hard copy proofs, press checks, and accounts-receivable bookkeeping expenses, have been eliminated. The cost savings can 25 be passed to the customer.

The foregoing and other objectives, features, and advantages of the invention will be more readily understood upon consideration of the following detailed description of the invention, taken in conjunction with the accompanying drawings.

BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWING

FIGS. 1A-1B are a flow chart of an exemplary embodiment of the system for transacting a printing job of the present invention.

FIGS. 2-7 are exemplary embodiments of customer printing-option order
5 interfaces.

FIGS. 8-10 are alternate exemplary embodiments of customer printing-option order interfaces.

FIGS. 11-13 are exemplary embodiments of customer proofing interfaces.

FIG 14 is an exemplary embodiment of dynamically-generated HTML job
10 ticket.

DETAILED DESCRIPTION OF THE INVENTION

The present invention is directed to a method and apparatus for producing full color printed pieces using a commercial offset lithographic printing press, digital press, or digital printer from images created using graphic computer programs that create 15 RGB color space or other nonstandard format electronic images. One preferred embodiment includes a pricing calculator or pricing engine in which a customer can select job configuration options and a price will be automatically and substantially instantaneously calculated and displayed. In one preferred embodiment, a customer is 20 able to completely transact a printing job from a distant or remote location, using a variety of electronic file formats, and ultimately receive the order without ever having to leave his home or local place of business. Such a system provides enormous benefits to small and midsize customers that do not have established relationships with local printing service providers or to those customers that request their orders from remote or outlying 25 areas where there are no local printing service providers. The present invention also allows previously created content to be used to directly generate full color printing..

The basic steps of one preferred embodiment of the present invention are shown in FIGS. 1A-1B. Specifically, a customer creates a digital graphic layout or image file in any electronic file format 20. Then the customer connects to the service provider's

Web site 22. In one preferred embodiment, the customer downloads a Web page that includes a JAVASCRIPT™ pricing engine. The pricing engine has several spaces that allow a customer to select printing configurations (folding, coating, etc.) and, in some cases, enter information (quantity, identifying information, etc.) 24. As the customer 5 selects each configuration option, the pricing engine automatically and substantially instantaneously calculates a price quote 26 and then automatically and substantially instantaneously displays the calculated price quote 28. The customer is able to change configuration options until he decides the configuration is final 30. The customer then forwards his job specifications, the digital graphic layout or image file, and his 10 information to the printing service provider 32. The service provider prepares the digital graphic layout or image file for full color printing 34. The service provider then creates and submits a proof of the prepared file for the customer to approve 36, 38. If minor changes are needed, the service provider makes the requested changes 40 and prepares and resubmits the proof 34, 36, 38. On the other hand, if substantial changes are needed, 15 the process may be ended 42. If, however, the proof is satisfactory, the customer approves the proof 39 and final preparations are made for print production 44. Finally, the printing service provider prints and delivers the finalized full color printing to the customer 46. These steps are explained in greater detail below.

As shown in FIGS. 1A-1B, a customer preferably first creates a graphic 20 layout or image file in any electronic format 20, including but not limited to those of RGB-only graphic computer applications. Formats known to be compatible include MICROSOFT WORD™, MICROSOFT PUBLISHER™, ADOBE ACROBAT™, and PAGE MAKER™. A variety of other graphics programs will also be compatible with the invention.

25 Next the customer connects to a printing service provider's Web site or other customer interface 22, usually from a remote terminal. In one preferred embodiment, the customer uses a standard home or office computer to electronically connect with the printing service provider through an Internet Web site or through e-mail. Companies that have LANS or WANS, however, could implement this invention over

their network. Further, dedicated Internet machines or "WEB TV's" could be used in place of traditional computer terminals. If an Internet Web site is used, a home page, such as those shown in FIGS. 2 and 8, provides an initial point of contact. The home page may include several screens of information regarding the process as well as links to other aspects of the invention.

5 In one preferred embodiment of the present invention, the customer accesses or downloads a pricing engine in which he is able to automatically and substantially instantaneously receive a price quote based on selected or input configuration options 24, 26, 28. Preferably, this is an interactive process in which the 10 customer selects configuration options 24, the pricing engine calculates the price quote instantaneously as the customer selects the configuration 26, and the price quote is displayed for the customer 28. These steps are accomplished almost instantaneously and preferably without having to query the service provider's server. For example, when the customer inputs the quantity and selects "calculate price" (FIGS. 4, 9A, and 10), the 15 pricing engine or mechanism updates quotes on such items as the total printing price, price per piece, shipping price, and total print-job price. These steps may be repeated based on multiple sets of desired printing options. Only when a customer has determined that the configuration is final 30 does the customer continue with the process. In other words, if the quote is not satisfactory 30, the customer could change his configuration 20 options and automatically receive a new price quote. On the other hand, if the price quote is satisfactory 30, the customer would continue with the process.

FIGS. 2-7 show one preferred system of allowing a customer to submit configuration options. FIGS. 8-10 show an alternate preferred system of allowing a customer to submit configuration options. Specifically, these figures show exemplary 25 Internet Web-based print-order interfaces. In these embodiments, the entire order-taking mechanism is distilled onto one easy-to-understand, simply worded, moderate sized Web page. Preferably the options are graphic or icon-based. For example, as shown in FIG. 4, the customer may click on one of three types of folds that are shown graphically. FIG. 9A shows an alternate method of showing the graphic in which clicking on the

appropriate word description changes the graphic to show the selected option. The print options may be limited to avoid information overload but are preferably flexible enough to allow a customer to produce the majority of the types of print projects. Some available options include but are not limited to sheet dimensions (FIGS. 3 and 8), printing on one side or both sides (FIGS. 3, 9A, and 10), color options (FIGS. 9A and 10), paper options (FIGS. 9A and 10), coating options (FIGS. 9A and 10), normal versus rush handling (FIG. 10), quantity desired (FIGS. 4, 9A, and 10), folding options (FIGS. 4 and 9A), proofing options (FIGS. 5 and 9A), and number of pages desired in a catalog (not shown).

The customer may also input shipping information (FIGS. 6 and 9B), contact information (FIGS. 6 and 9B), and billing information (FIGS. 6 and 9B). Finally, the customer selects the project file (FIGS. 6 and 9B) residing on his hard disk (or submitted in an alternate format or as a previous order) that contains the electronic image or layout to be printed. The submitted information is preferably entered into a customer database via an encrypted, secure Web transaction.

The present invention may include the optional step (not shown) of requesting a scheduling quote. Like requesting the price quote, the customer could input desired options and request a quote. The service provider's CPU would then calculate the scheduling quote and transmit it to the customer. Like the price quote, one preferred embodiment of the invention would have an automatic and instantaneous scheduling quote.

Once the configuration is final, the next step is for the customer to submit the digital graphic layout or image file and the desired print options to the printing service provider 32. In one embodiment this is sent over the Internet. The customer can "browse" his own hard disk to find the project file containing the electronic image or layout. After the file is selected, the file upload mechanism waits until the customer selects "send order." Preferably, if the customer has neglected to fill in any required information, he immediately receives feedback to that effect and the processing process of his job is delayed. Because this is (preferably) a secure commerce server, all the information and data is encrypted during transport over the network. In addition to

transmitting the information over an electronic communication medium such as an Internet Web site, e-mail, LAN, or WAN, traditional transmittal methods, including but not limited to ground-based mail service, and air-based mail service, could be used for transmitting data and/or the information.

5 Upon submission of the order, the customer's project file is uploaded to the printing service provider's server. The order information is written to a database on the server. The service provider is also notified of the new order, preferably by electronic communication such as e-mail.

10 The printing service provider then prepares the digital graphic layout or image file for full color printing 34. Depending on the file format of the digital graphic layout or image file (project file), the preparation may require the printing service provider to convert the project file into a format compatible with its full color printing system. This may mean that the project file will have to be manipulated before it can be used in full color printing. The high-end page layout programs have a process color separation module built into their print engines. Exemplary high-end page layout programs include but are not limited to ADOBE PHOTOSHOPTM, QUARK XPRESSTM, and PAGEMAKERTM. Digital graphic layout or image files created in these programs will generally need little or no preparation for full color printing.

15 On the other hand, most common graphic computer applications used by nonprofessionals, including but not limited to MICROSOFT WORDTM, ADOBE ACROBATTM, CORELDRAW!, and MICROSOFT PUBLISHERTM, are RGB-only graphic computer applications. In one preferred embodiment of the present invention, the system creates full color printing from nonstandard format project files using off-the-shelf but little known technology. In one preferred embodiment ADOBE ACROBATTM, PITSTOPTM, QUITE IMPOSING PLUSTM, and QUITE A BOX OF TRICKSTM are used. 20 This list of programs is meant to be exemplary and is not meant to limit the scope of the invention. The printing service provider may examine the project file and remedy anything that would hinder the successful production of the piece.

Once the project file has been properly prepared, the printing service provider creates a proof of the prepared file 36. The proof is preferably created in a format specified by the customer, including but not limited to an ADOBE ACROBAT™ PDF file or a Web-based JPEG file. The proof is then submitted to the customer for approval 38. The proof may be submitted over an electronic communication medium such as an Internet Web site, e-mail, LAN, or WAN. Alternatively, the proof may be submitted in electronic format (on a disk or other storage medium) or hard copy through traditional delivery, including but not limited to ground-based mail delivery or air based mail delivery.

If the customer selected electronic proofing over the Internet, in one preferred embodiment of the invention the proof is uploaded to a proofing server and an e-mail is sent to the customer along with his order number, encrypted password, and the URL (Web address) of the proof. This allows the customer to enter a restricted area on the server, view his proof, and check for any problems he may have missed or that may have been inadvertently introduced by the file upload mechanism.

The customer is then asked to approve the proof 39. FIGS. 11 and 12 show one preferred method of allowing a customer to access, review, and approve the proof. If the proof is satisfactory, the customer communicates the approval to the printing service provider. FIG. 12 shows one preferred method of allowing a customer to communicate approval by selecting "print my job." This notifies the printing service provider automatically that the project file may be printed in its current form. But if the proof is not satisfactory, the printing service provider prepares and submits a new proof 34, 36, 38. FIG. 13 shows one preferred embodiment of a form in which the customer electronically submits corrections. The form may allow the user to define a number of corrections 40 or changes or abort the process and redo the file 42. If only minor changes are needed, they are automatically appended to the customer job database and the requested changes are made 40. The customer may also choose to fix the job himself and submit a new order with a new file 42 if substantial changes are necessary.

The customer may also be asked to authorize payment for the printing at this time. One preferred method for authorizing payment is for the customer to enter a credit card number directly into an Internet Web site or through e-mail. The customer may also authorize payment using other methods, including but not limited to

5 communicating a credit card number over a phone or fax line, paying through a line of credit, paying by check, paying by cash, or paying via an electronic monetary exchange system, such as CYBERCASH™ or WEBCHECK™. Authorizing payment may be done at any point in this system. For example, the customer may be asked to authorize payment prior to the printing service provider's preparation and submittal of the proof and
10 in one preferred embodiment of the invention, the customer is charged a flat fee for handling the file examination and proof-generation stage.

Upon the customer's approval of the proof, the printing service provider prints the finalized full color printing 44, 46. This preferably includes making imposed, color-separated film, which is used to make printing plates. In one preferred embodiment
15 the file is first printed to ADOBE ACROBAT™ PDF format, using a special set of options that preserve the full resolution of all graphic elements and transfers all fonts used with it. This PDF is then imported into ADOBE'S ACROBAT™ Exchange program and checked for accuracy to the original layout. Upon satisfaction of the prepress technician, the file is imposed into printer spreads, using a plug-in program to EXCHANGE™ called
20 QUITE IMPOSING™, by Quite Software, Ltd., Preps by ScenicSoft, or a similar program. This generates a new, imposed file, which is checked for accuracy. Then the separation stage begins. An add-on plug-in to EXCHANGE™ called CRACKERJACK™, by Lantana, may be used as a print engine for output to Prepress Solutions' PANTHERPLUS IMAGESETTER™. Other methods and software packages
25 may be used to generate the high quality color-separated film that is then used for printing using traditional full color printing methods.

Finally, the printing service provider delivers the final printing job to the customer 46. This will typically be performed through a ground-based or air-based delivery system. An optional feature of the present invention is the availability of order

status tracking. Order status tracking may be accessed by the customer from a link off the home page (FIGS. 2 and 8). The customer simply inputs an order reference number in order to receive the daily updated status of the production of his print job. During processing of the print job the order status may include such information as the 5 production stage the job is in and the estimated shipping date. Upon completion and shipment of the print job, the order status tracking will indicate, for example, a UPS shipping number (if a ground-based delivery option was selected) and a convenient UPS shipment-tracking device.

FIG. 14 shows an exemplary embodiment of a job ticket. Typically, job 10 tickets are used in the printing industry to carry all the information required to complete the job at each stage of production as it moves through the manufacturing facility. In most shops, this job ticket is either manually filled in by a production planner, or generated by shop-management software and used internally at the printing company. Tickets are generally of a "fill in the blank" nature, where the blanks include customer 15 name and contact information, quantity, dimensions, paper size, etc. In the present invention, the job ticket is completed by the Web server based on the configuration or specification options selected by the customer on the Web page. In one preferred embodiment, the job ticket is a "dynamically generated HTML page," that can be printed.

The terms and expressions that have been employed in the foregoing 20 specification are used as terms of description and not of limitation, without intending to exclude equivalents of the features shown and described or portions of them. The scope of the invention is defined and limited only by the claims that follow.

WHAT IS CLAIMED IS:

1. A method of obtaining and processing orders for full color printing, said method comprising the steps of:
 - (a) supplying to a customer a job configuration and price calculator;
 - (b) calculating automatically a price quote as said customer selects configuration options;
 - (c) displaying automatically said price quote; and
 - (d) obtaining from said customer a digital graphic layout or image file to be printed.
- 10 2. The method of claim 1 wherein said steps of calculating and displaying are substantially instantaneous as said customer selects configuration options.
- 15 3. The method of claim 1 wherein said steps of calculating and displaying may be done repetitively.
4. The method of claim 1 wherein said steps of calculating and displaying are done without querying a service provider's server.
- 20 5. The method of claim 1, further comprising the step of converting said digital graphic layout or image file to a format compatible with a full color printing system.
- 25 6. The method of claim 1 further comprising the step of preparing said digital graphic layout or image file for full color printing.
7. The method of claim 1, further comprising the steps of creating a proof and obtaining approval from said customer of said proof.

8. The method of claim 7 further comprising the step of allowing access to said proof over an electronic communication medium.

9. The method of claim 1, further comprising the step of obtaining 5 payment from said customer.

10. The method of claim 1, further comprising the steps of printing said file and delivering printed material to said customer.

11. The method of claim 1, wherein each of the steps (a)-(d) may be completed electronically through use of a global information and communication network.

12. A full color printing request and fulfillment system for use over an 15 electronic communication medium, said system comprising:

- (a) a client system including an electronic communication medium interface for communicating with a customer over said electronic communication medium, a job configuration and price calculator, a proofing server, and a data storage medium;
- (b) said job configuration and price calculator incorporated into a Web page that allows said customer to instantaneously generate pricing;
- (c) said client system programmed to receive a digital graphic layout or image file over said electronic communication medium interface and store said digital graphic layout or image file on said data storage medium;
- (d) a proof module for preparing said digital graphic layout or image file for full color printing and creating a proof;
- (e) said proofing server programmed to receive said proof from said proof module, store said proof on said data storage medium, and

allow access to said proof over said electronic communication medium interface; and

(f) a printer for printing a final product.

5 13. The system of claim 12, wherein said electronic communication medium is the Internet.

14. The system of claim 12, wherein said digital graphic layout or image file is in RGB format.

10 15. The system of claim 12 wherein said printer is a commercial offset lithographic printing press.

15 16. The system of claim 12 wherein said printer is a digital press.

17. A method of obtaining and processing orders for printing, said method comprising the steps of:

(a) using a pricing engine, calculating a price quote as a customer selects pricing options;

(b) displaying said price quote;

(c) obtaining from customer a digital graphic layout or image file; and

(d) printing said digital graphic layout or image file.

PRINTING VIA E-COMMERCE METHOD AND SYSTEM

ABSTRACT OF THE DISCLOSURE

5 A method and system used to obtain and process orders for full color printing. A job configuration and price calculator is supplied to a customer. The calculator calculates automatically a price quote as the customer selects configuration options of a print job. The price quote is then displayed automatically. The customer may select configuration options repeatedly until the job configuration is final. A digital
10 graphic layout or image file is then obtained from the customer. The digital graphic layout or image file is then prepared and a proof thereof is created. When the proof is satisfactory, the print job is printed and delivered to the customer.

FIG. 1A

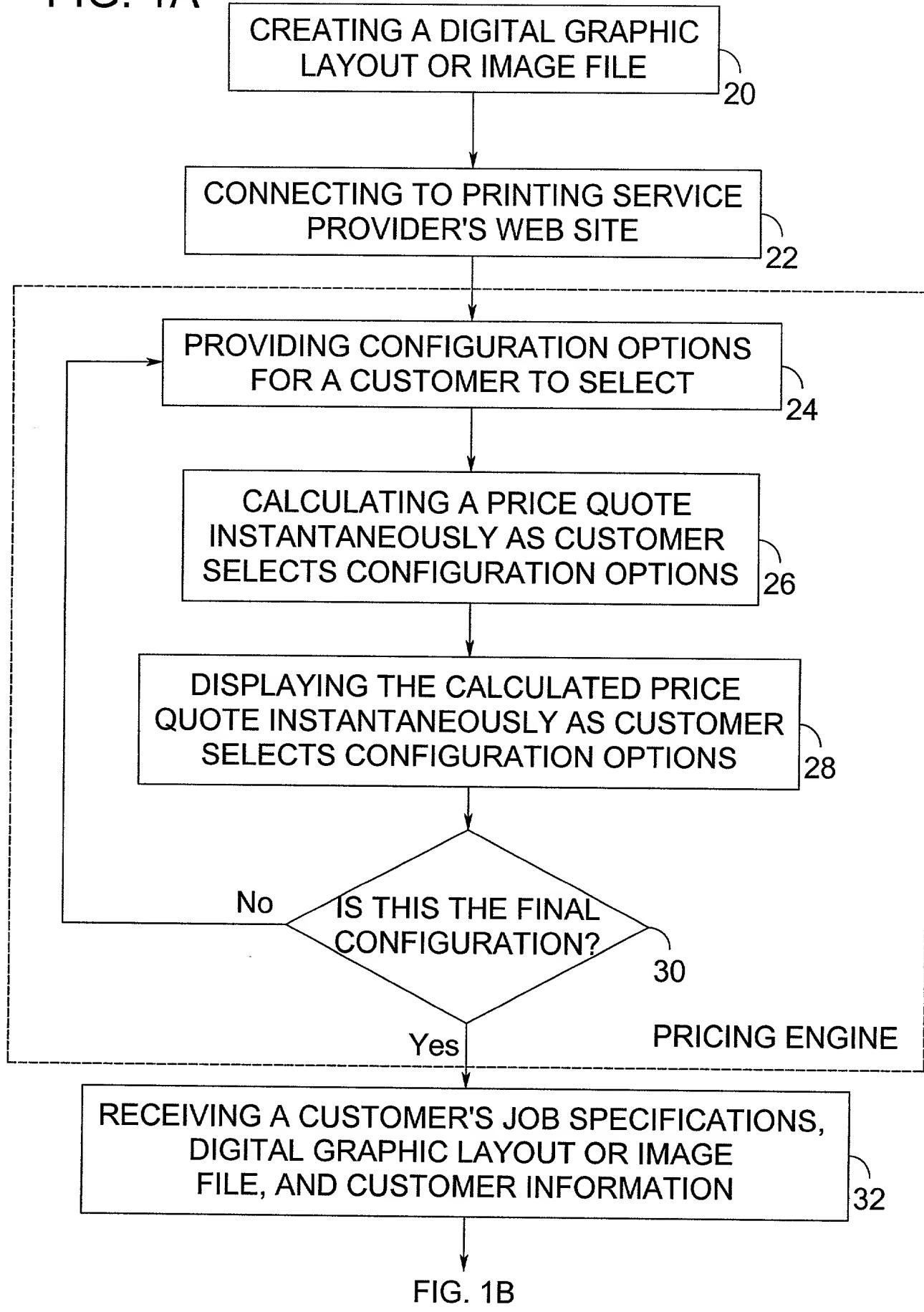
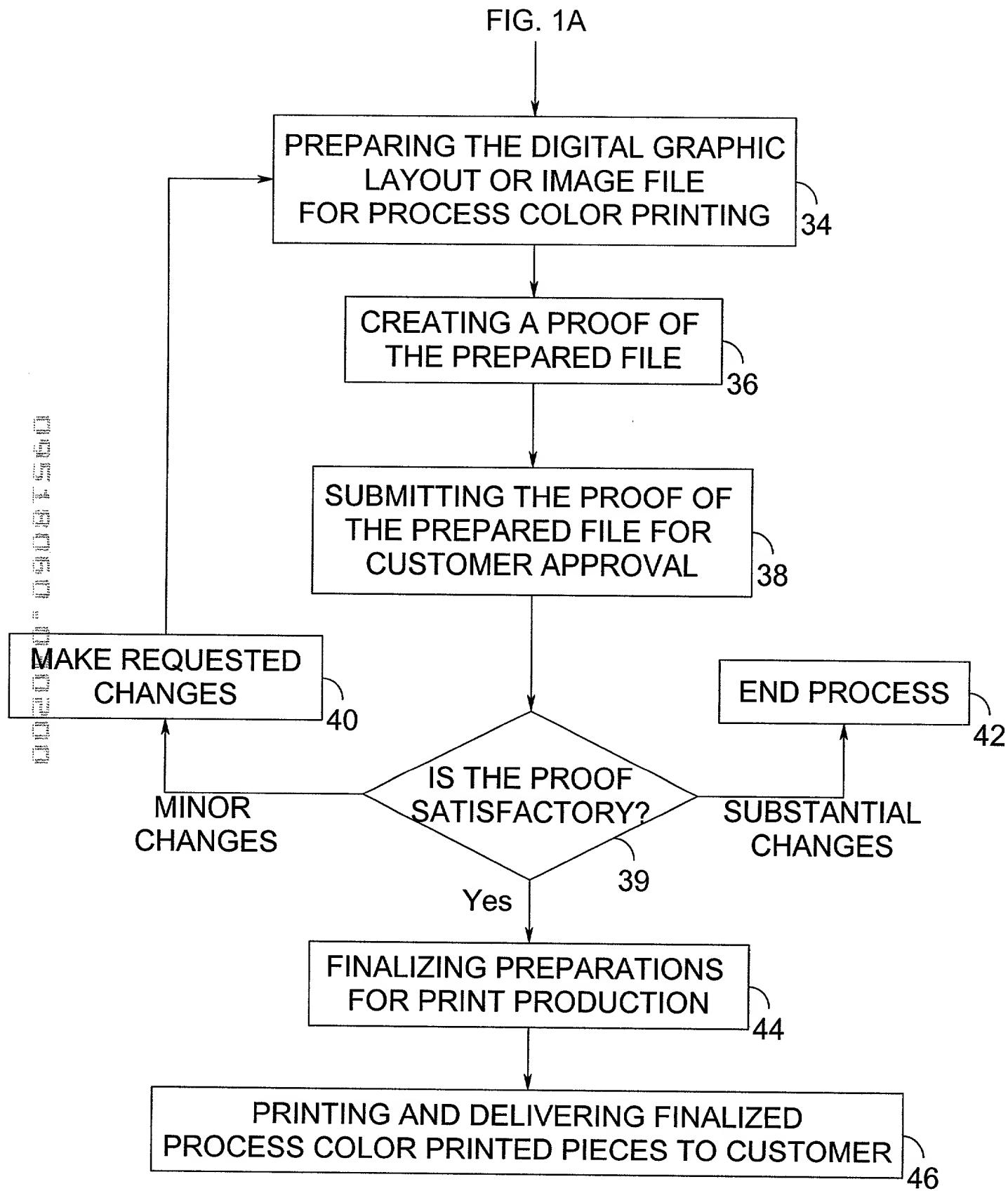


FIG. 1B

FIG. 1B



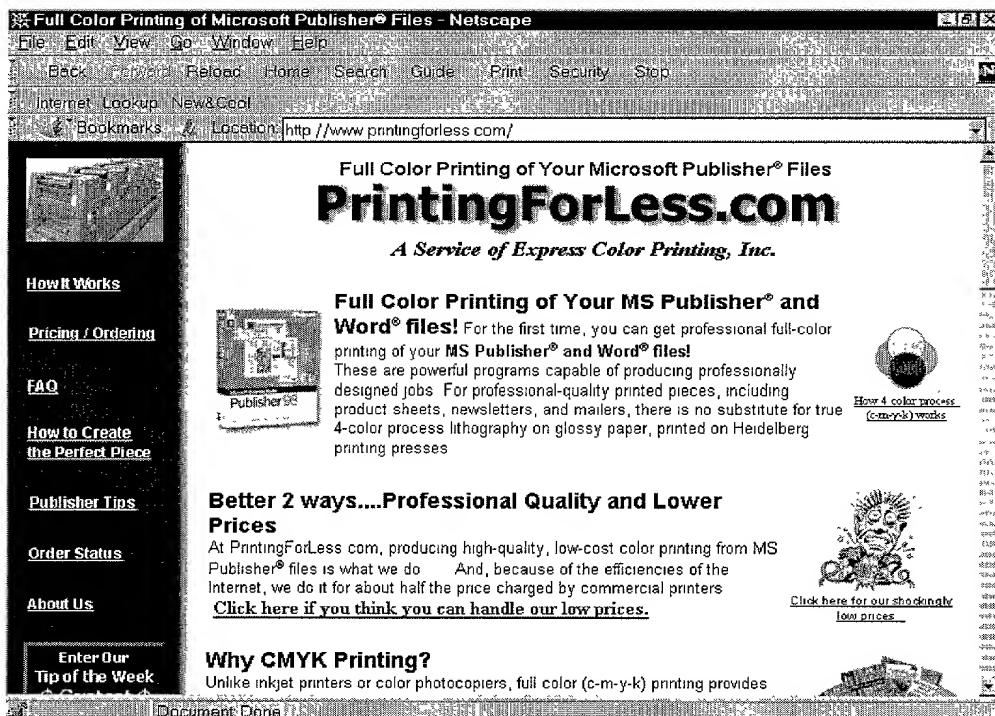


FIG. 2

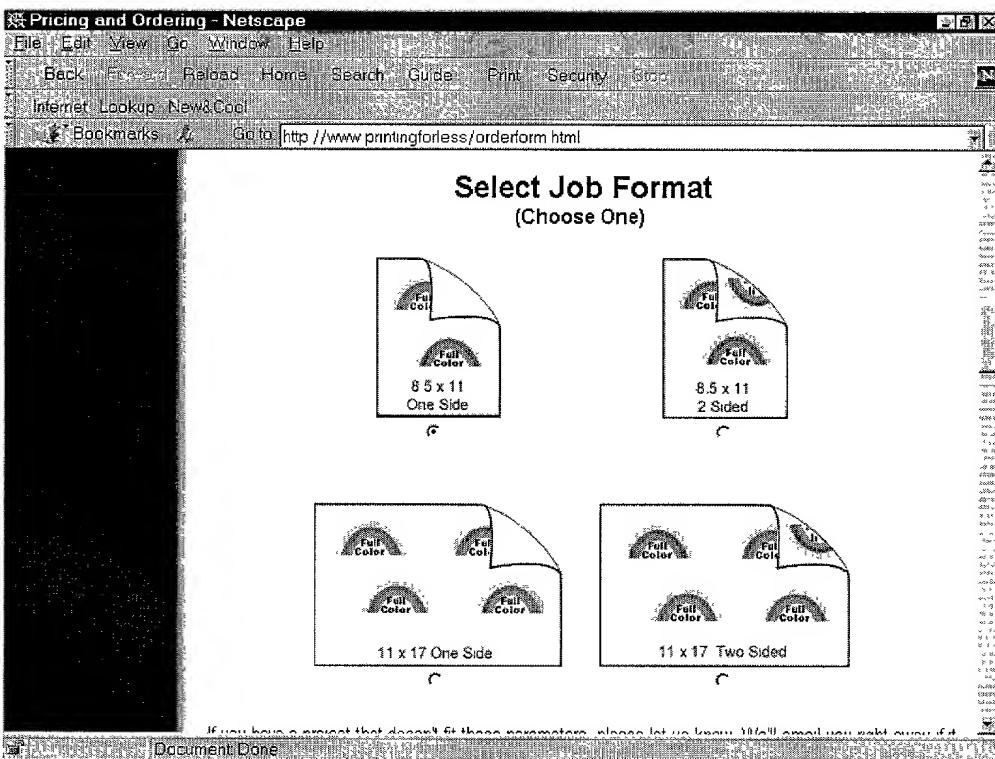


FIG. 3

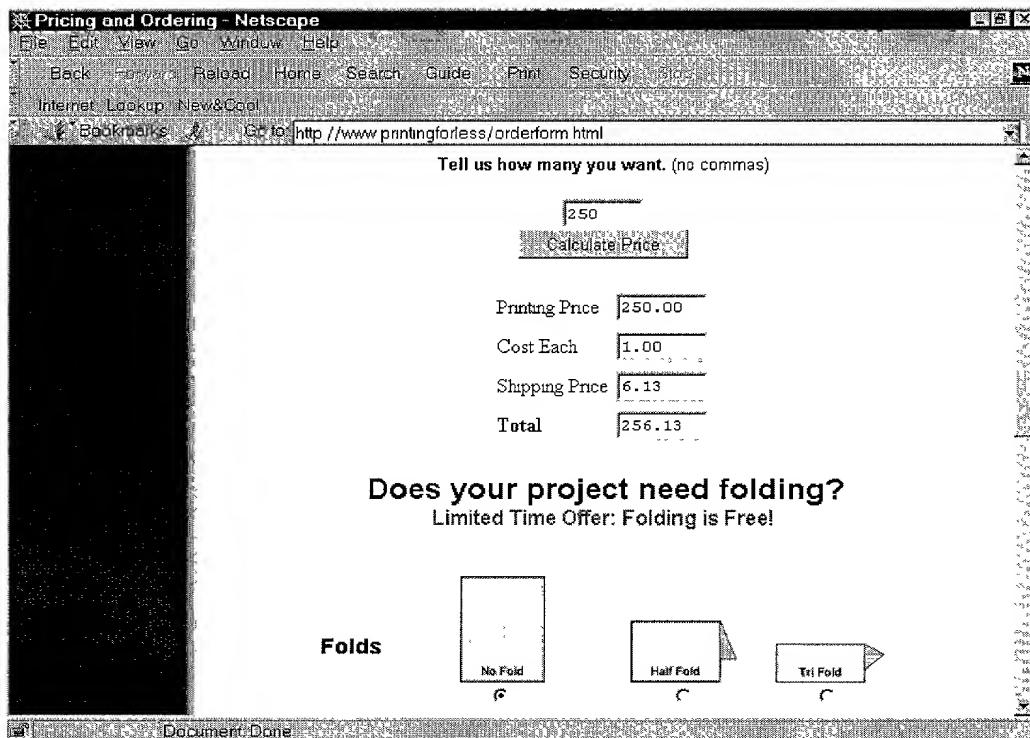


FIG. 4

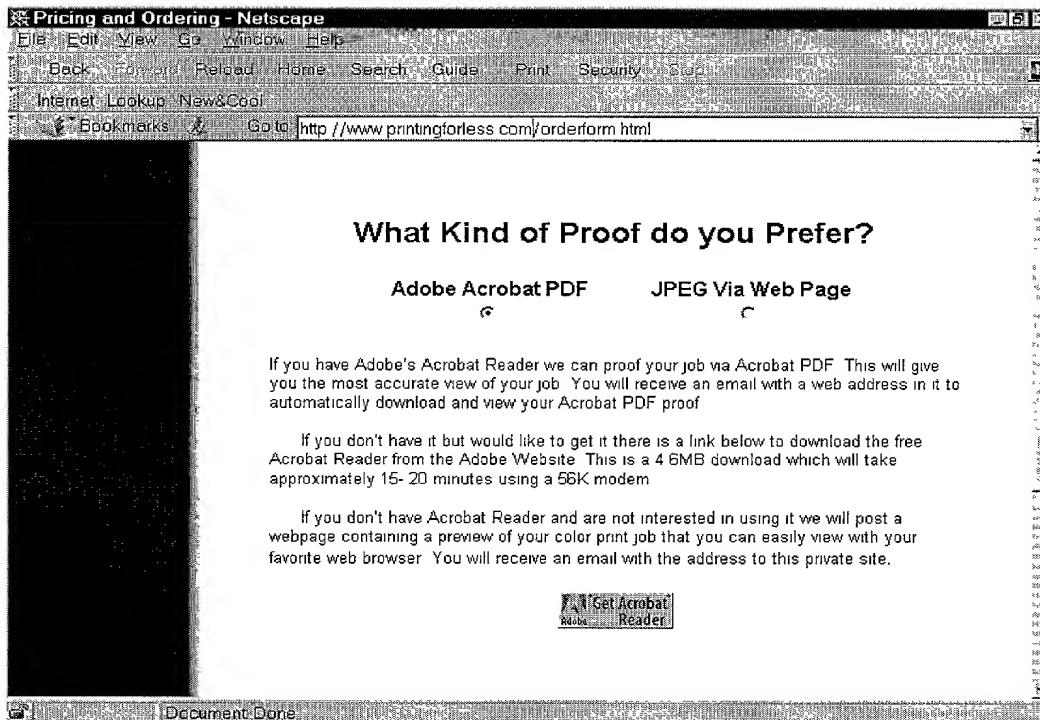


FIG. 5

Select the Publisher File to Upload from Your Computer

[Detailed instructions and troubleshooting](#)

Shipping and Billing Info

This information will not be shared with any third party

Name

Street Address

City State Zip Code

Name on card (if different than above)

Billing address (if different than above)

City State Zip Code (for billing address)

Phone Number

Email Address

FIG. 6

Submit your order!

Please review the information you have provided above for accuracy. After you are certain that it is correct then click below to submit your order and begin uploading your file to our server. Depending on the complexity of your layout file and the speed of your internet connection, it may take a significant amount of time to complete. Check the network activity icon in your web browser occasionally to see if it is still moving. If it is not moving any more, then you should get a screen affirming the successful completion of your order and the upload of your file. If you don't get either and you suspect that your connection was lost or something else went wrong, then please [email us](#) to check on the status of your order.

The Info is all correct...

Note: Your credit card will only be charged \$39 to get to the proofing stage. Once you approve your proof, your card will be charged for the balance of the job cost. If you find problems with your file, you can either send us a corrected file (and get charged another \$39), or have us make corrections at \$10 each.

To help get the best possible job, see our sections on [How To Create The Perfect Piece](#) and [Publisher Tips](#)

FIG. 7

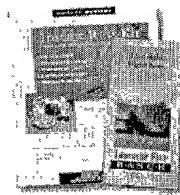
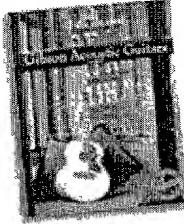
SEARCH OUR SITE

[GO!](#)



ORDER STATUS

Your Job # [601](#)

ONE CLICK**Brochures**[8-1/2 x 11](#)
[8-1/2 x 14](#)
[11 x 17](#)**Posters** [HOT](#)
[Samples](#)**Cards**[Postcards](#)
[Rack Cards](#)
[Business Cards](#)
[Greeting Cards](#)
[Samples](#)**Newsletters**[8-1/2 x 11](#)
[11 x 17](#)
[Samples](#)**Stationery**[Letterhead](#)
[Envelopes](#)
[Business Cards](#)
[Samples](#)**Catalogs**[5-1/2 x 8-1/2](#)
[8-1/2 x 11](#)
[Samples](#)**Custom Pieces**[Pricing Info](#)
[Design Tips](#)
[Publisher Tips](#)
[FAQ](#)
[About Us](#)[Email Us](#)
[Recommend Us](#)**Full Color Printing of ALL digital file formats!****Better 2 ways....Professional Quality and Lower Prices****Why CMYK Printing?****So, Why Doesn't Everybody Get Their Documents Printed in Beautiful Full Color?****Is Our Service Right for Every Job?**

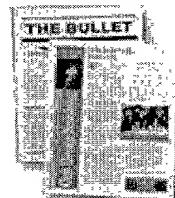
But, if you want to:

You've come to the right place!

Examples Of Our Low Prices**8-1/2 x 11 4 Color Both Sides**

250 sheet minimum costs \$350. After that, each additional sheet is just 6¢!

Quantity	250	350	500	750	1000	1250	1500	2000	2500	3000
Price Each	\$1.40	\$1.02	\$0.73	\$0.51	\$0.39	\$0.33	\$0.28	\$0.23	\$0.19	\$0.17
Total	\$350	\$356	\$365	\$380	\$395	\$410	\$425	\$455	\$485	\$515

You won't have to wait long!**Our Guarantee****How It Works****FIG. 8**

8-1/2 x 11 Brochures

Pricing and Ordering



How to Place Your Order

Step 1 Get a price by selecting your job format and quantity

Step 2 Select the proof format you want

Step 3 Select the document file to upload from your computer

Step 4 Complete the payment and shipping info

InstaPrice™

Enter Quantity: (no commas)

Base Printing Price: \$

+Paper Upgrade: \$

+Aqueous Coating: \$

+Folding: \$

Printing Subtotal: \$

Cost Each: \$

+Shipping: \$

+Rush Handling: \$

Order Total: \$

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Express Color Printing. All Rights Reserved.

Front



4-Color

Back



4-Color
 Black Only
 Blank

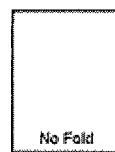
Aqueous coating on printed side(s) No Coating
(High-gloss scuff resistant coating)

Paper

80# gloss text weight
 80# matte text weight
 100# gloss text weight
 80# gloss cover stock

Folding

No Fold
 Half Fold
 Tri Fold
 Z Fold



What Kind of Proof do you Prefer?

Adobe Acrobat PDF

JPEG Via Web Page

Select Your File Transfer Method

FIG. 9a

○ Select the File(s) to Upload from Your Computer

<input type="file"/>	<input type="button" value="Browse"/>

○ I would rather send my file on a Zip disk.

PrintingForLess.com

211 E. Geyser St.

Livingston, MT 59047



[Mailing Details](#)

C Reprint of Previous Order #

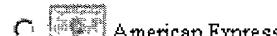
\$50 Discount -- subtracted from Order Total.

(Correct total will be shown on your receipt.)

Shipping and Billing Info

This information will not be shared with any third party.

<input type="text"/>	Account # (if you have one)	
<input type="text"/>	Name	
<input type="text"/>	Street Address	
City <input type="text"/>	State <input type="text"/>	Zip Code <input type="text"/>



Credit Card Number

Expires

Special instructions or comments about your order.

<input type="text"/>	<input type="button" value="Send Order"/>
----------------------	---

Submit your order!

The Info is all correct...

FIG. 9b

8-1/2 x 11 Catalogs

Pricing and Ordering



How to Place Your Order

Step 1 Get a price by selecting your job format and quantity

Step 2 Select the proof format you want

Step 3 Select the document file to upload from your computer

Step 4 Complete the payment and shipping info

(Requires 4.0+ browser)

InstaPrice™

Enter Quantity: (no commas)

Cover Printing Price: \$

+ Varnish: \$

Cover Subtotal: \$

Inside Pages: \$

Collate and Staple: \$

Printing Total: \$

Cost Each: \$

+ Shipping: \$

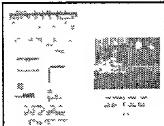
+ Rush Handling: \$

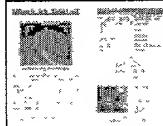
Order Total: \$

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Express Color Printing. All Rights Reserved

Number of Pages 4 C 8 C 12 C 16 C 20 C 24 C 28 C 32 C

Front and Back Covers

4-Color 

4-Color 

Black

Inside Front & Back Covers

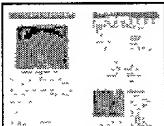
Varnish on Front and Back Covers No Coating
(High-gloss scuff resistant coating)

Cover Paper

80# gloss text weight 100# gloss text weight

80# matte text weight 80# gloss cover weight

Inside Pages

4-Color 

80# gloss text weight

80# matte text weight

100# gloss text weight

How Fast Would You Like Your Order?

Normal Handling. We ship on the 10th business day after proof approval, via UPS ground.

Rush. We ship on the 5th business day after proof approval, via UPS 2nd Day Air. (Adds 60%)
(These timelines are for Quantities up to 10,000)

FIG. 10

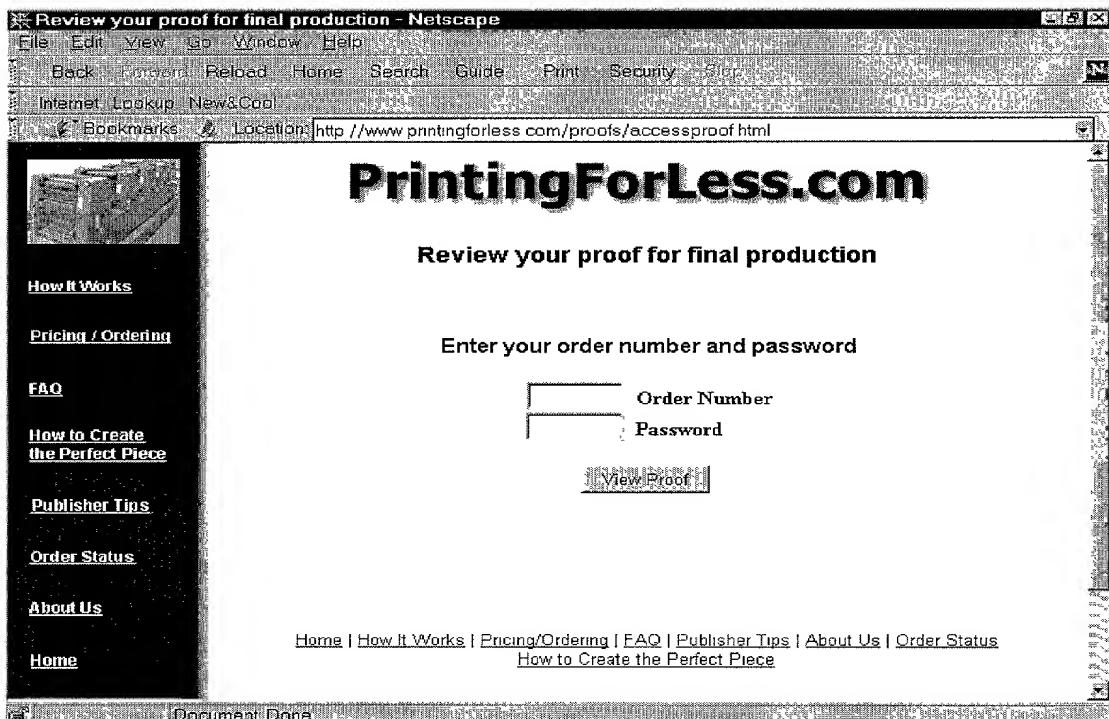


FIG. 11

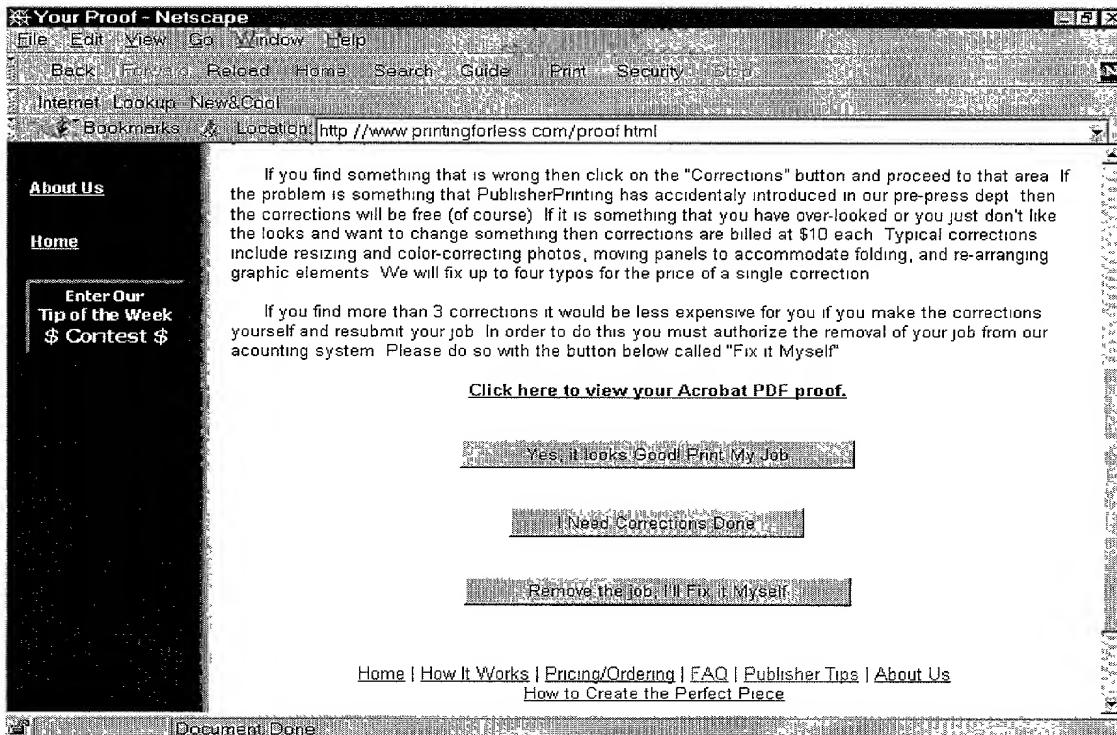


FIG. 12

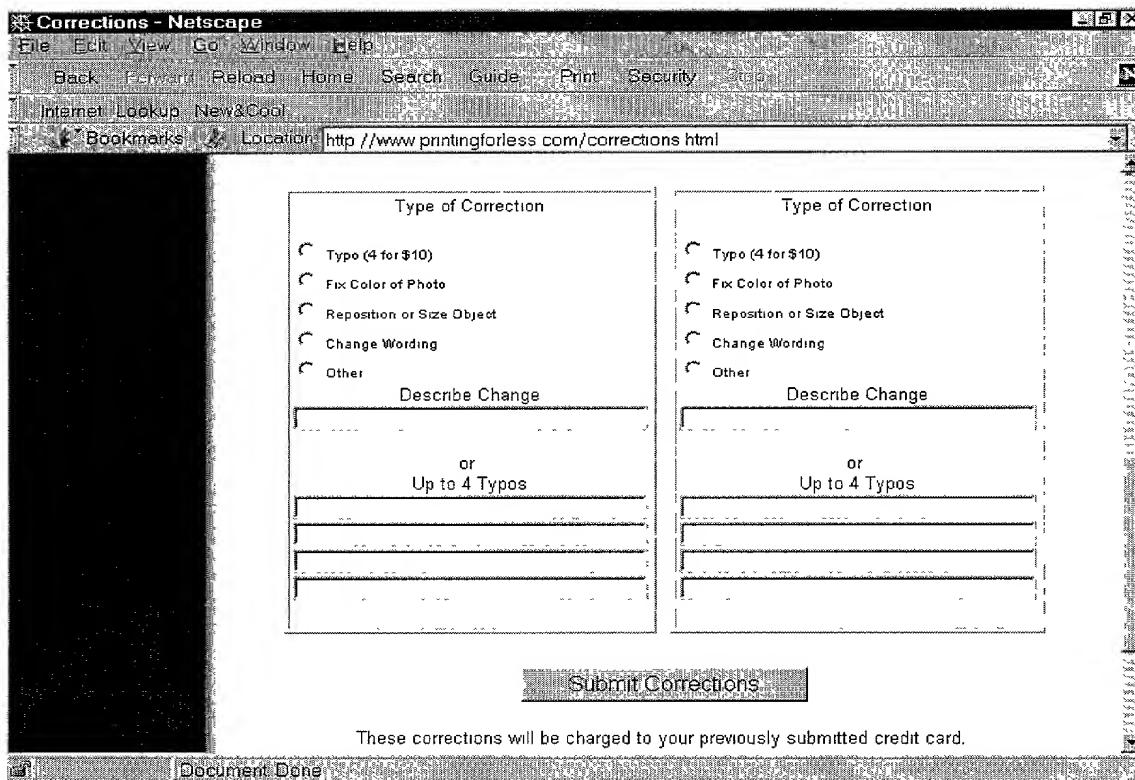


FIG. 13

PrintingForLess.com Order #10424046

Order Must Ship By _____

Ship Normal

Company Name In Theory Web Productions		Printing 186.00 Cost/Unit 0.37										
Contact Name Joel Wesseldyke		Shipping Cost 8.50										
Address 42 Kipp Ave.		Reprint Discount 0.00										
City Hasbrouck Heights		Coupon 0.00										
State NJ		Rush Charge 0.00										
Zip Code 07601		Total Cost 194.50										
Phone # 201-945-1413		Credit Card Type MASTERCARD										
Email Address joel@intheorywebproductions.com		Credit Card # XXXXXXXXXXXXXXXXXXXX										
Name on Credit Card Jeannette Visco		Expiration Date 12/01										
Billing Address		Proof Charge	\$39	By	Date							
Billing City		Reg. Print Charge		By	Date							
Billing State		Rush Charge		By	Date							
Billing Zip Code		Check#		By	Date							
Quantity	Format	Fold Type	Folded Size	Bleed	Project Name		Colors/side					
A. 500	Business Cards 1 boxes (500) Joel Wesseldyke		—	—	New Cards							
B. —	—	—	—	—	—		—					
C. —	—	—	—	—	—		—					
Digital Files Arrived Via	Type of Proof Requested	Proof Approved/Date	Digital Technician	Scans Needed	Other Services							
upload	Pdf	—	DW CB JL BB	—	—							
Reprint From Previous Order#		With Changes		Quantity	500							
Press Sheet Size	Type of Stock	Parent Sheet Size	Number Out	Parent Sheets Needed	Cut By							
—	—	—	—	—	—							
—	—	—	—	—	—							
—	—	—	—	—	—							
Press	INK	SCORE	PERF	PMS	AQUEOUS	Custom Mix						
A1	4-Color				Aqueous Coating							
A2	4-Color											
Description	Press	Start With	Finish	Up	Out	SW	PF	WT	Tum	1-S	Count-1/op	Count-2/op
Shipping Method	Customer Must Have By:	Customer Instructions/Comments										

FIG. 14

Please type a plus sign (+) inside this box →

PTO/SB/01 (12-97)

Approved for use through 9/30/00. OMB 0651-0032

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**DECLARATION FOR UTILITY OR
DESIGN
PATENT APPLICATION
(37 CFR 1.63)**

Declaration Submitted with Initial Filing Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number	KDO:188020-1
First Named Inventor	Andrew Scott Field
COMPLETE IF KNOWN	
Application Number	/
Filing Date	Concurrently herewith
Group Art Unit	
Examiner Name	

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

PRINTING VIA E-COMMERCE METHOD AND SYSTEM

the specification of which

(Title of the Invention)

is attached hereto

OR

was filed on (MM/DD/YYYY)

as United States Application Number or PCT International

Application Number and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or of any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?
			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	
60/123,328	03/03/1999	<input type="checkbox"/> Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

[Page 1 of 2]

Burden Hour Statement. This form is estimated to take 0.4 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

Please type a plus sign (+) inside this box →

Approved for use through 9/30/00. OMB 0651-0032

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DECLARATION — Utility or Design Patent Application

I hereby claim the benefit under 35 U.S.C. 120 of any United States application(s), or 365(c) of any PCT International application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application.

U.S. Parent Application or PCT Parent Number	Parent Filing Date (MM/DD/YYYY)	Parent Patent Number (if applicable)

Additional U.S. or PCT International application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

As a named inventor, I hereby appoint the following registered practitioner(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith: Customer Number → Place Customer Number Bar Code Label here
 Registered practitioner(s) name/registration number listed below

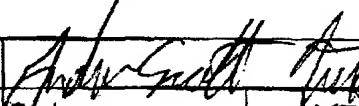
Name	Registration Number	Name	Registration Number
Karen Dana Oster	37,621		
Erich W. Merrill, Jr.	31,982		
Bruce A. Kaser	31,531		

Additional registered practitioner(s) named on supplemental Registered Practitioner Information sheet PTO/SB/02C attached hereto.

Direct all correspondence to: Customer Number or Bar Code Label OR Correspondence address below

Name	Miller Nash LLP		
Address	3500 U.S. Bancorp Tower		
Address	111 S.W. Fifth Avenue		
City	Portland	State	OR
Country	USA	Telephone	(503) 224-5858
		ZIP	97204-3699
		Fax	(503) 224-0155

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Name of Sole or First Inventor:	<input type="checkbox"/> A petition has been filed for this unsigned inventor		
Given Name (first and middle if any)		Family Name or Surname	
Andrew Scott		Field	
Inventor's Signature			
Residence: City	Emigrant	State	MT
Post Office Address	Box 500		
Post Office Address	10 Scorpio Way		
City	Emigrant	State	MT
		ZIP	59027
		Country	USA

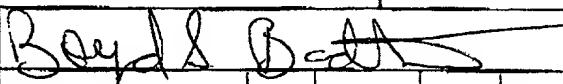
Additional inventors are being named on the _____ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto

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DECLARATION

ADDITIONAL INVENTOR(S) Supplemental Sheet Page 1 of 1

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle (if any))		Family Name or Surname			
Boyd Stanley		Badten			
Inventor's Signature				3/2/00 Date	
Residence: City	Livingston	State	MT	Country	USA
Post Office Address	1400 Wineglass Lane				
Post Office Address					
City	Livingston	State	MT	ZIP	59047
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle (if any))		Family Name or Surname			
Inventor's Signature					
Residence: City		State		Country	
Post Office Address					
Post Office Address					
City		State		ZIP	
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle (if any))		Family Name or Surname			
Inventor's Signature					
Residence: City		State		Country	
Post Office Address					
Post Office Address					
City		State		ZIP	

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